

INTERCOLLEGIATE BROADCASTING STATION REPRESENTATIVES

507 FIFTH AVENUE • NEW YORK • VANDERBILT 6-6075

December 10, 1945

Mr. William Bell
Station WHAV
Haverford College
Haverford, Pa.

Dear Mr. Bell:

The first matter I have to take up with you concerns the affidavits covering commercials for your station. In the past, there has been a great deal of laxity in the handling of these affidavits. Unless this situation is remedied immediately, the Intercollegiate Broadcasting Station Representatives cannot give you proper service. Let me outline briefly the importance of affidavits, their function, and how prompt handling will directly benefit your station.

From the information contained in the affidavits, Intercollegiate Broadcasting Station Representatives makes up a bill which is submitted to the sponsor who remits promptly a check in payment thereof, which is passed on to you. I do not propose to bill an advertiser at any or all times of the month. Beginning January, 1946, bills will be submitted to the advertiser not later than the fourth day of each month. This means that your affidavits, properly filled out and notarized, are to be in this office by the third of each month and, in no case, later than the fourth day of each month, preferably the second or third. You will receive the affidavits from us one week prior to the last day of the month. This schedule gives you a full week to prepare the affidavits, as I propose to have them reach you not later than the twenty-fourth of each month in any case. You should place the affidavits, properly filled out and notarized, in the mail on the first day of each month.

Exceptions for vacation and examination periods, such as Christmas, Mid-terms, and Easter, are to be provided for in the following manner:

This office will see that the affidavits for the month containing the vacation or mid-term period reach you one full week before said vacation begins. This will, as in the case of normal months, give you one full week to return them to us. The last day of broadcasting before the vacation or examination period should be figured as

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the last day of the month in the matter of affidavits. The above procedure will be initiated this month with the upcoming Christmas vacation.

The function of the Intercollegiate Broadcasting Station Representatives is to secure commercial sponsorship of your programs. We are most anxious to perform this function to the best of our ability. A certain amount of cooperation on your part is essential. If the mistakes and deficiencies of the past are remedied, advertisers will be more inclined to place business on your station. The sponsor expects and is entitled to certain fundamental services. It is important that we all cooperate in providing these services. As Business Manager, will you, therefore, take immediate steps to put into effect the system I have outlined concerning affidavits.

Your questions and suggestions in this matter are earnestly solicited by this office, as well as your compliance and cooperation.

Very truly yours,

Walter H. Robinson
Walter H. Robinson
Manager

WHR:sjb

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Walter H. Robinson
Manager

WHR:jd